

1945

The Iowa Homemaker vol.25, no.4

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Iowa State College

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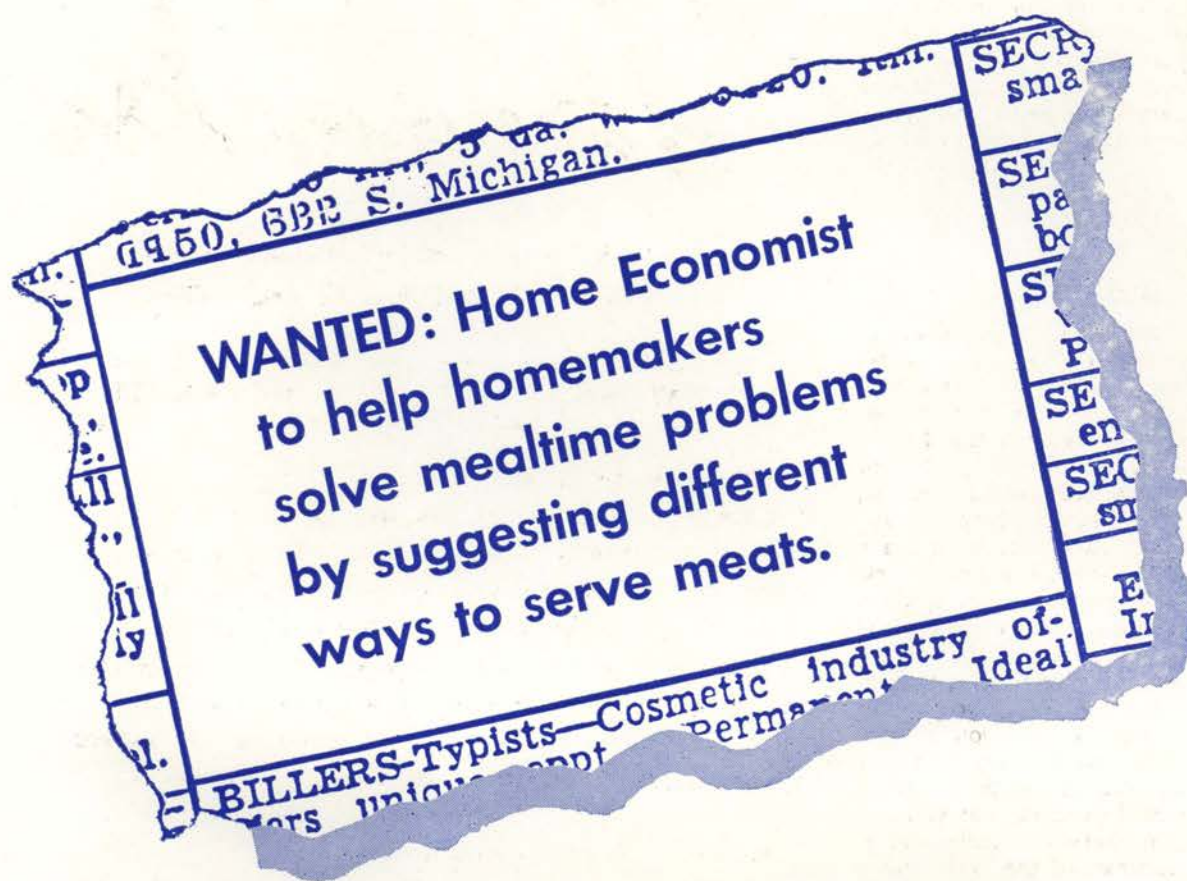
THE IOWA

Homemaker



A REVIEW OF ACTIVITY IN HOME ECONOMICS AT THE IOWA STATE COLLEGE

NOVEMBER, 1945



The Job Is Yours!

In fact, this job *has* been yours, ever since meat became hard to get. And you're really making a success of it.

Thanks to you, American Homemakers have discovered how to prepare cuts of meat they'd never heard of before the war. And they've learned how to make their favorite cuts go farther.

Keep up the good work. Continue to suggest casserole dishes, extender recipes, stews, and other ways to serve good meat like Morrell Pride Meats.

Homemakers will depend on your advice from now on. You've got a lifetime job!



JOHN MORRELL & CO., GENERAL OFFICES, OTTUMWA, IOWA

They finished their job—let's finish ours

ON THE COVER: The football enthusiasts just entering the grandstand at the Clyde William Field to cheer the Cyclones on to victory are Jeanne Peshek, home economics freshman, and Charles Kaufman, special student.



IN THIS ISSUE . . .

• Newest member of the Miniwanca tribe, *Harriet Breckenridge* reviews her summer activities as a Danforth scholarship winner. Last year Harriet was business manager of the *Homemaker* so we are especially glad to have her on the editorial side of the magazine. . . . *Marian Hoppe*, who discusses frozen cake batters all ready to pop into the oven, has a real background for her interest in the subject. An experimental cookery major, she spent the past summer testing frozen foods at the Fairmont Canning Company, packers for Birdseye Frozen Foods. . . . Just to get you in the mood for Christmas, *Mary S. Smith* has dreamed up all sorts of tricky make-it-yourself presents that you can sandwich in between assignments. Mary is chairman of the craft group of the YWCA and just abounds with different ideas.

COMING . . .

• Last year, when the editor and director were humble associate editors, we promised editor *Joyce Curley* that we'd hold her for a story on her journalistic adventures. She is now writing for the Los Angeles Times in their homemaking department and free lancing, and she'll tell us what that entails in next month's issue. . . . Iowa State is becoming such a cosmopolitan school that we no longer jump when we hear stray bits of Spanish and Chinese floating by, although we are interested in the speakers. *Rosalie Riglin* sketches Christmas customs in the native countries of several of our foreign students.

• Members of the Iowa Homemaker Publication Board: Paulena Nickell, Chairman; Katherine Goeppinger; Dean P. Mabel Nelson; Elizabeth Storm Ferguson; Kenneth R. Marvin; Barbara Jean Day; Mary Dodds; Mary Elizabeth Lush; Cornelia Lindstrom; Helen Joan Wilson; Jo Ann Reeves; Jean Charlotte Larson; Dorothy Jean Merrill.

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T H E I O W A

Homemaker

A Review of Activity in Home Economics

IOWA STATE COLLEGE, AMES, IOWA

VOL. XXV, NO. 34

NOVEMBER, 1945

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*Sharp reflected gold . . .
Pulse-beats of gay color . . .
The mad, riotous climax
Of autumn.*

*A restless leaf falls gently
Onto quivering air . . .
One swift, immortal flutter . . .
Then quiet.*

—Jeanne Myers Haas

Shanman Adams, special art student, listens attentively as her instructor, Christian Peterson, comments on the lines of her Indian sculpture



Keeping Up With Today

SIX life size figures of college students, sculptured by Prof. Christian Peterson of the Department of Applied Art, soon will lounge on a section of a new wall marking the entrance to Iowa State. Carrying out the "Science With Practice" theme, three similar groups will be placed at the junction of Lincoln Way and Beech Avenue.

The widely publicized insecticide, DDT, will destroy many insect pests in Iowa according to Dr. Oscar Tauber, research entomologist, who has been carrying on experiments with DDT at the Iowa Agricultural Experiment Station. One of its most promising uses will be as protector against household pests such as flies and mosquitoes. Spraying walls and ceilings thoroughly with DDT once a year should destroy the insects. A special DDT powder to mix with water is hoped to be made available for spraying cats and dogs to keep them free of fleas, and should have value in keeping down lice on hens and in henhouses.

Penicillin and a new wonder drug, streptomycin, will be the subject of basic research at Iowa State this year. This research involves determining the manner in which various antibiotics bring about the effect of these drugs. The Department of Bacteriology hopes to discover how these drugs work, improve them and perhaps see how the molecular construction can be synthetically adapted to get even better life saving compounds than penicillin.

Dr. C. H. Werkman, head of the Department of Bacteriology, will be in charge of the basic research projects financed by the American Medical Association, the Upjohn Company and Iowa State College.

Grants for the research total \$5,000. The college scientists will continue to look for new ways of producing more penicillin.

Death rates in Iowa indicate the greatest need for increased health services is in the small towns and cities of the state, as shown in a special study of Iowa's health problems by Christine Newark, research sociologist at Iowa State. Miss Newark discovered that heart disease is a major cause of death in Iowa. Among children and young people, accidents are the most frequent cause of death. She believes that this death rate can be lowered by immunization, health examination and education as well as other public health methods.

A candy bar high in food value, containing whole honey, sugar and other ingredients equivalent to a glass of milk is being produced by the Department of Dairy Industry. Experimentation on palatability, nutritional value and production has been conducted intermittently for the last eight years. A commercial firm formed to take over the production will begin manufacture as soon as ingredients can be obtained in large quantities.

Ten and a half more working days per man per year was a conservative estimate of the overall gain from the effect of a "vitamin-mineral" supplement after all psychological effects were eliminated. These results were obtained from rigorously controlled, large scale experiment on the effect of a "vitamin-mineral" supplement conducted by the California Institute of Technology and the National Research Council's Committee.—Jeanne O'Connor.



Miss Breckenridge meets Mr. Wm. H. Danforth, founder of fellowships, during her two weeks at Camp Miniwanca

Each year the Danforth Foundation, for the training of American youth in the ideals of Christian leadership, awards a sophomore and a senior from Iowa State and many other home economics schools a 2 weeks camp experience in Michigan. The senior receives an additional 2 weeks trip to St. Louis. Harriet Breckenridge and Martha Coover represented Iowa State.

Stroking baby chinchillas, visiting a meat packing plant and experimental farm and attending the outdoor opera in St. Louis were among the experiences of 36 Danforth Fellowship girls this summer.

Designed to illuminate opportunities in professional home economics and to further develop the ideals of Christian leadership, the program made every minute valuable. We were all home economics seniors, each representing a different state, and learned much from each other about colleges and college life throughout the United States, from Maine to Oregon and Minnesota to Texas.

The Ralston Purina Company was our host for two weeks in St. Louis. Our additional two weeks at Camp Miniwanca, Shelby, Michigan, were made possible by the Danforth Foundation. Mr. William H. Danforth, founder of both organizations, gives the annual fellowships because of his active interest in developing leadership in youth. A similar program for agriculture seniors gave Philip Gibbs Iowa State's 1945 agriculture fellowship.

Our group lived in McMillan Hall, the girls' dormitory on the Washington University campus in St. Louis. My roommates were from Connecticut and Massachusetts.

The first two days we visited the 540-acre Ralston Purina Experimental Farm southwest of St. Louis. It was here that we stroked the baby chinchillas. The soft-furred animals are the objects of feeding experiments. Their house is a former water reservoir, in which a fairly constant temperature is maintained by the concrete underground structure. Minks, silver

FELLOWSHIP

by Harriet Breckenridge

foxes and martens also are raised for breeding and feeding experiments. Rabbits, both for angora wool and for meat are raised for experimentation. Housed in one of the dog kennels is a husky from the team Admiral Byrd drove from his ship to the South Pole.

We also saw the more conventional farm animals, sheep, dairy cattle, goats, hogs, chickens, ducks and turkeys. Hens' eggs with green yolks proved that feed ingredients affect the egg. Green fat-soluble dye had been added to the feed; when the eggs were hatched the chick had slightly green fat.

Although it is an experimental farm, emphasis is placed on procedures of feeding, breeding and sanitation which the average farmer can practice.

Good examples of the rigid sanitation program were the disinfecting mats at the doors to the animal pens and the scrubbed rafters in the hog barns.

In St. Louis again we spent several days touring their biological laboratories and increasing our knowledge of nutrition. A trip through a newspaper plant and a broadcast over a St. Louis radio station began our visits to other points of interest.

The intricacies of a grain exchange were explained to us one morning as we watched the quotations come in on the teletype and added to the constantly-changing figures on the huge blackboard on one wall of the building. The speaker's rostrum and the gay murals on the ceiling of the bidding room are ever-present reminders that the grain exchange is located in one of the first auditoriums of St. Louis.

The Chamber of Commerce conducted a tour through Forest Park, where we visited the Art Museum, Lindbergh trophies and the famous monkey show at the St. Louis Zoo.

A day behind the scenes of a large department store revealed the opportunities for home economics-trained women in the fashion, food service and home furnishings departments of such organizations.

To help us gain more self-confidence during job-application interviews, each of us was given an opportunity to be interviewed by the director of women's personnel of the Ralston Purina Company.

Our day at Barnes General Hospital was especially interesting. We watched a stomach operation for an hour and a doctor explained and answered our questions. We saw the kitchens where 5,000 meals a day were prepared for patients and hospital staff. We saw the ward kitchens, where the patients' trays are prepared, and we ate in the employees' cafeteria.

A tiny platinum needle of radium salts was shown to us in the X-ray rooms. In the clinic were displayed wax models of food servings. These models help in teaching discharged patients the kinds of food required for special diets.

We heard the story behind the advertisement and radio commercial at an advertising agency the next

WINNERS

Practice Fourfold Living

day. Home economists play a major part in writing copy for food, fashion and homemaker's advertisements of all types. We also visited the test kitchen from which the Mary Lee Taylor homemakers' broadcasts are made.

A meat packing plant was next on the agenda. Covered with over-sized men's white cotton coats, we alternately sweltered and shivered as we went from the animal processing floor to the refrigerated meat-cutting rooms, from ham-smoking ovens to the storage lockers. Practically every process was included in the tour, even steak dinners. Work in a test kitchen and as a home economist for a meat packing company was discussed by Marye Adams, '42, home economist for the Mayrose Test Kitchen.

A tour of a candy factory, with sampling encouraged, made us realize how different making candy for thousands can be from cooking a batch of fudge for the family some Sunday night. We discovered that the assorted swirls on chocolates indicate the kind of centers to the candy workers.

One evening we saw "The Firefly" at the outdoor opera in Forest Park. Another evening we joined the shouting crowd at Sportsman's Park to see the St. Louis Cardinals beat the Brooklyn Dodgers.

The time in St. Louis ended all too soon, when Mr. Earl A. Sindecuse, Ralston Purina Educational Director who had conducted our program so smoothly, saw us off to camp.

There we were assigned to different tents to become

acquainted with many more girls of high school and college age from every part of the country. Our schedule included classes with outstanding Christian leaders—Dr. William H. Hutchins, president emeritus of Oberlin and Berea Colleges; Dr. O. W. Warmingham, of the American Youth Foundation; Dr. A. H. Lowe, Minneapolis minister; Miss Ruth Seabury, internationally known youth worker; Miss Marie Shaver, Assistant Director of the American Youth Foundation, and Mr. Danforth.

Impressive vesper services were conducted each evening on the top of Vesper Dune, where we watched the sun set over Lake Michigan.

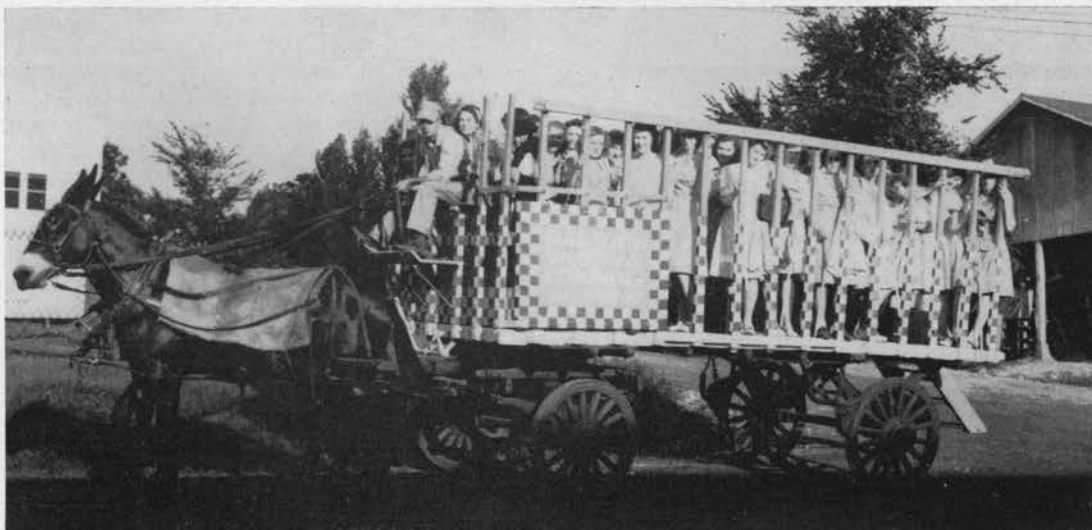
One of the outstanding camp experiences was the 15 minute quiet meditation period which we observed every morning. I, like several others, had a favorite spot on the dunes for this.

Intramural games and swimming and boating every afternoon added to our sun tans and called attention to muscles we'd forgotten we had.

Four-fold living, physical, mental, social and religious, are stressed in every way possible at Miniwanca. A well-balanced life in all these phases in order to be a better citizen and leader is the aim of the Founder campers.

News of the atomic bombings reached us just as we were preparing to come home. While I was in Chicago the Japanese surrender was announced. This was an outstanding climax to a month of new knowledge, inspiration and fellowship.

1945 Danforth Fellowship award winners, students representing home economics schools throughout the United States, pose on a Ralston-Purina farm wagon during their two weeks camp experience at Camp Miniwanca





Angel food cakes may be frozen and stored for a long period of time under suitable conditions

AN entire meal prepared in only the few minutes necessary to thaw a container of frozen foods is the latest development on the quick-freeze front. Plates of well-balanced meals, stored in the freezing unit, may save much time for the overworked homemaker.

Modern developments in the quick-freeze method to preserve food have widened food horizons and are providing innumerable possibilities for commercial food concerns. Many of these companies have already done considerable experimental work on new products such as frozen baked foods, pie mixes, meat stews, salads and fruit juices. Some of these items have been placed on the retail market.

During World War II frozen foods companies were urged to develop methods of packing individual servings of foods so that an entire meal might be frozen and ready to serve anywhere at any time by merely thawing and heating. Experiments were made on meat dishes with trimmings such as a slice of cinnamon apple for veal steak or raisin sauce with ham. Vegetables were prepared with cream sauce or butter, and green salads were mixed and ready to eat. Desserts including pies and puddings of various kinds also were packed in individual cartons. Institutions may find it convenient to use such individually packed servings when time and cooking facilities are limited. Considerable work also has been done on freezing an entire meal for one person, so that the busy homemaker may merely place a plate of ready-to-serve frozen food in

Attractively decorated canapes may be future frozen foodstuffs ready for instant serving after thawing



Out of the Freezer-- Into the Oven

by Marian Hoppe

the oven and have it on the table in the brief time it takes to thaw the food and heat it to serving temperature.

The field of baked food products alone holds many possibilities for freezing. It is possible that tomorrow's food market will display pies, cakes, yeast rolls and other baked products frozen either before or after baking. The advantage of these frozen foods over the freshly baked products is that they may be stored for a long period of time, if the temperature is low enough



Frozen hors d'oeuvres facilitate quick preparation

to prevent thawing. In this way the homemaker may have baked foods on hand at any time.

A six-ounce tin of frozen orange juice concentrate has recently been placed on the market. The concentrated juice is mixed with water and will provide 24 ounces of regular juice.

Not only are these new possibilities in quick-frozen foods of importance to the commercial firms, but the homemaker herself will find it practical in many cases to freeze baked products and other ready-to-serve foods in her own freezer. Since it is expected that the quick freezer for the home will be produced on a larger scale now that the war has ended, there will be a great demand for information for the homemaker regarding methods of preparing products for freezing and for storing the frozen products.

Containers for the various newly developed quick-frozen foods will be in demand when the production of the foods takes place in large-scale proportions. Those cartons now being used are appropriate for quick-frozen vegetables and fruits, but new packages will have to be designed for frozen pies and cakes.

Much experimental work will need to be done before quick freezing can spread to include foods from all sections of the cook book, but odds are high that before long it will be possible to buy and to freeze at home many new types of foods.

Ingenuity Solves Gift Problems

WITH Christmas just around the corner and so many demands on her budget, the clever coed digs deep into the scrap bag and turns her imagination to the creation of delightful gifts.

From worn terry cloth towels cut a bath mitt in the shape of a fat fish to cover hand plus soap, or combine terry cloth with chintz or a cotton print to make a colorful powder mitt. An absorbent terry cloth bib would be appreciated by a youthful niece or nephew. Applique a print animal on the front and bind the edges with a bias strip cut from the same print.

Easy to make and equally handy are draw string bags to enclose shoes for traveling. A gift appreciated by roommates is a decorated pincushion or sachet. Simply trim a stuffed taffeta, satin, or chintz heart with a gathered lace edge of contrasting color.

Jolly colored place mats are received with genuine pleasure by any homemaker. Applique flower shapes cut from chintz on a white or pastel luncheon cloth and napkins or trim monk's cloth with colorful rug yarn to match a friend's china. This is done by drawing the threads and weaving in the colored yarns. The same trick is effective on suiting, crash toweling, or unbleached muslin. A simpler effect is achieved by merely pulling the threads into a line design or by tacking yarn to the fabric with a finer thread.

Cork sheets one-eighth inch thick make useful as well as colorful place mats or hot dish pads. A simple repeat border design or bright Mexican figures can be used for a gay effect.

Textile painting is a simple method of applying a design. Either stencil or paint an original or copied design on an apron, head scarf, or place mat. Follow the directions that accompany paints made for that purpose.

Pretty party aprons may be made by decorating organdy and other fine fabrics with embroidery or an appliqued design. Those who don't like to sew can decorate an apron with washable mending tape which sticks in place with a hot iron. Pink the edges and iron the tape onto the apron as binding or trim.

For clever lounge socks, embroider a design on a pair of woolen or heavy cotton socks. With large yarn stitches crochet these tops to felt soles or cork inner soles available in variety stores.

Mothers will put a gift of hand-crocheted pot holders into active duty the day they are unwrapped. They are easy to make besides being practical.

For the friend who knits make a ribbon needle case. Choose a heavy ribbon about three inches longer than the needles. Fold the ends over, an inch and a half at each end, to make the case the length of the needles. Sew the ends down and embroider them.

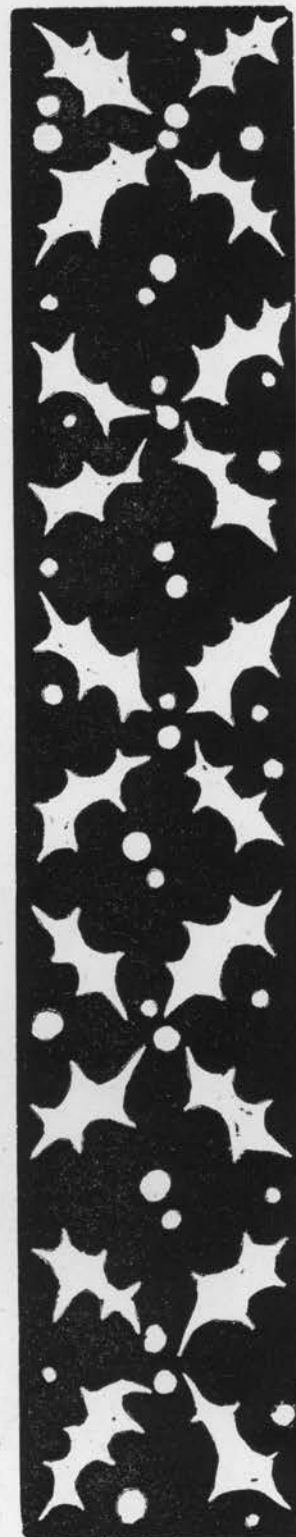
Hand knit socks and warm mittens are gifts treasured by any high school or college girl. Knit argyle socks with yarn left over from sweaters, then add the personal touch by embroidering streamlined initials on the cuff of the anklet. Decorate a plain pair of mittens with embroidery. Everyone admires the cable stitch used on the back of the mittens, or knit a friend one of the new sweater dickeys with a cable stitch front.

A protecting fireplace mitt may be made from an old wool skirt or felt hat. Embroider or applique a colorful design on the back. A small metal hook is sewed in the corner so that the mitt may be hung by the hearth.

Other attractive mittens can be made for your friends from felt or heavy woolen cloth. Blanket stitch the edges and embroider a smart design on the back. Practical gloves for campus wear may be made from chamois skin. For best fitting results, a regular glove or mitten pattern should be used.

Sure to win genuine thanks are Christmas cards or note paper decorated with figures of cotton scraps. Cut animals, houses, or other shapes from bright plaids or prints and glue on construction paper. Finish the designs in ink.

Clever cards and stationery may be made by stenciling or block printing with regular tempera paint. Stencil a design in the corner or a simple border design on the notepaper. Regular stencil paper and linoleum blocks for block printing are sold inexpensively in stores. In stenciling, the part to be painted is cut away, while in block printing the part to be painted remains while the rest of the linoleum is cut away. Envelopes can be decorated, too. Repeat the stationery design in the corner. Complete your gift by including sealing wax to match.



by Mary S. Smith



— buy only if you need —

Vicky Anticipates a Social Season

WITH the promise of the gayest social season in five years, Vicky is eagerly anticipating her holiday wardrobe. She's finding a new voluminous air about clothes this year, achieved with rounded shoulders, nipped-in waists and gathered skirts.

Colors are bright and clear, seeming to reflect man's hope of a bright, new world. The new atomic blue and the wine shades of red — claret red and vintage wine — are among the most vibrant.

Even the ever-popular black dress has answered the call to colors with such enticing combinations as fuschia and shocking pink swags over one shoulder, an atomic blue yoke, or sleeves of cinnabar, the cinnamon colored brown which Vicky feels adds just the right spicy touch to her basic black.

An elegance from the romantic era of Viennese waltzes is reflected in the sparkling bead work on simple dark dresses. It catches Vicky's eye now and will later capture the eye of her escort on a semi-lighted dance floor. Sleeves are still cap style in these dresses but they've literally taken wings in the suits and tailored woolens with the return of the deep cut dolman armhole.

Vicky has decided that a soft suit to take her through the stage and concert season will be a good choice, especially if it is the basque type. She likes its rounded yoke, high neck, full sleeves fitted at the wrist and snugly buttoned jacket with a skirt that seems to gush out from the waist. A bright blue jacket with gold buttons such as Dutch boys once wore skating on the canals in Holland is exciting enough for a best suit.

Her second love was a suit with a flair of a peplum giving graceful fullness to a sleekly fitted jacket. No ordinary gathered on peplum this, but one set into the jacket with a pleat in the center. Made of black faille, the suit has a dropped shoulder yoke and scalloped pocket edges that mark it as part of the trend toward romantic clothes.

The one-button jacket means an opportunity to display a blouse, so Vicky chooses one of white crepe. Its softly gathered neckline and small knotted tie spell femininity plus.

Thankful that she bought her jersey dress in a soft gray last year instead of the bright green she'd considered, Vicky

plans to give its classic simplicity a new twist with a leopard belt and a gold choker of closely woven mesh. By varying these accessories with the coin belt brought her by a friend in Europe, Vicky plans to get twice as much wear from her last year's favorites.

A new winter coat receives much consideration and thought from Vicky. Does she need a dress coat only, or one that will go everywhere? If it's the latter, she'll choose the superlative short coat that goes countryward, campusward and citywise with lots of dash. It has magnificent built-out shoulders that lend a lissome look to its waist and hips.

Lucky Vicky, if she gets to buy a dress coat, for she'll feel just like a princess in a picture book in a fitted black coat with a tiny ermine collar and muff to match. Since the collar is removable, she has a basic black coat for the career days ahead.

When Vicky says "I want Champagne for Christmas," she refers to a champagne colored formal. The satin and net gowns with bouffant skirts and low décolletage call forth memories of soft candlelight and music.

Rivalling even gay holiday music are the blended colors of a crisp plaid taffeta formal which Vicky saves for only the most dazzling occasions. The strapless basque waist is sleek and tight fitting, and the full skirt billows out over her hips.

Innocence and sophistication entwine in a black taffeta formal which rustles in tune to either jive or dreamy waltzes. Pink roses nestle in frothy net shoulder puffs, making the only color note against the raven-black.

Flat shoes hewn to the foot and close to the ground attract Vicky. She likes the light-as-a-feather feeling of wearing them and the open look of the velvety black suede straps. Though tall girls adopted them as the answer to a prayer, short girls too are declaring them tops on the shoe hit parade for the neat, small look they give.

Smooth from tip to toe is Vicky's motto for happy holidays, so she's searched out a hat to complete her costume. It's close-fitting, head hugging, emblazoned with sequins and beading to harmonize with her colored dresses and enliven her somber ones. If she decides on two, second choice will be a tam typical of the Scotch Highlanders. A large sunburst pin or coat of arms clip decorate the band. It's simple, but oh so smart.

by Rosalie Riglin

WHAT'S NEW IN

Child Development

PLANs for "children's villages" for children from foreign countries, especially those orphaned, crippled, or in bad health, are under way in Zurich, Switzerland. Separate buildings or villages will house different nationalities so the children may keep the language and studies of their own country.

★

Child care libraries in five centers in China are growing through contributions of books, magazines, pamphlets, journals and microfilms from the United States. Chairman of the publications committee in charge of this project is Ruth Stang of Teachers' College, Columbia University.

★

The 1945 Newbery Medal awarded for the best contribution to juvenile literature went to Robert Lawson for his book *Rabbit Hill*. *Prayer for a Child* was the most distinguished picture book. For it Elizabeth Orton Jones received the Caldecott Medal.

Technical Journalism

A HOUSEPLANNING contest sponsored by a women's magazine furnished a mass of data on which to base future editorial policy. Of the 18,580 entrants, 56 percent preferred traditional homes with separate dining rooms and upstairs bedrooms. The other 44 percent favored modern homes with open planning, large windows, and no basements. Three-fourths expressed ideas to build a home costing \$8,000 or under and to live outside congested areas.

★

Packaging, attractive display possibilities and labeling will be topics of discussion at the midwest newspaper food editors' convention to be held in Cincinnati next January.

★

California clothes and homemaking will be features of a new national fashion consumer magazine to begin publication the first of next year.

Foods and Nutrition

BABY food packed in glass containers was preferred by 62 percent of 4,300 homemakers interviewed in a recent survey. Besides providing better visibility the glass permits heating, serving and storing of food in the original container. Also preferred in glass containers were pears by 62 percent and peaches by 58 percent.

★

Three-fourths of 5,000 teen-agers surveyed recently report that their food preferences are consulted in doing the family marketing. Their likes include meat, poultry, eggs, vegetables, fruits, ice cream and pie.

Most of those surveyed eat a substantial breakfast of cereal, toast and egg. Only 20 percent wanted a light breakfast of toast, coffee and fruit juice.

★

A color chart is being tested on peaches and apricots as a possible way to standardize ripeness descriptions on labels. There is no completely satisfactory objective measure for ripeness, while changes in color are apparent to the naked eye as ripeness progresses.

★

Bread which will stay fresh 19 days or longer is a new Canadian product. Addition of 8 percent of soy flour in the usual bread mixture with a small decrease in shortening gives best results.

Thanksgiving dinner in an apartment may express all the tradition or linen grace a buffet table piled high with roast turkey and i



HOME ECONOMICS

Ideal for picnics are compressed coffee blocks $1\frac{3}{4}$ inches square and $\frac{1}{2}$ inch thick. Each cellophane wrapped block makes 3 cups of coffee.

★

Coarse pinkish powder prepared like gelatin desserts makes a soup containing vegetable protein, gelatin, meat extract, spices and food color.

★

Penicillin may play a part in pasteurization of milk and nonpressure canning of foods. The relatively inexpensive low concentration form is effective in killing heat-resistant spores which are the main source of toxins and other forms of food spoilage.

*plendor of the first Puritan harvest. Long folds of white lace
oliments and decorated by a tall, evergreen bedecked candelabra*



Powdered pudding mix which requires no cooking is thickened with fruit pectin instead of cornstarch or gelatin. After the addition of water, the pudding is set and ready to serve in 5 minutes.

Textiles and Clothing

A NEWLY developed deep-textured woolen coating requires no interlining, gives warmth without bulk and is versatile enough for year-round wear. The fabric is neither a pile nor a fleece, but is a blend of alpaca from the Andes, mohair from South America and sheep's wool from the United States.

★

Nylon heads the list of new sewing threads for home and industry. Also prominent are high tenacity rayons, improved cottons and Fiber G rayon, which is as strong wet as it is dry.

★

A plastic-coated paper yarn may replace hard-to-get jute for the backing of rugs. Kraft paper strips pass through a resinous solution and are twisted to obtain the high wet strength of this yarn which shows no deterioration after 2 weeks soaking in water.

★

Acid-resistant work shirts have an open-knit construction which will stand up under repeated contact with strong acids, although it will not protect the worker from possible acid burns.

★

The protective covering for cellophane is so thin that 60 layers are as thick as a hair and 500 are as high as a dime. This moisture-proof coating resists breaking when the material is twisted and makes it a good wrapper for foods.

★

Better and more permanent bleach for cotton and rayon results from use of an acid solution instead of the present basic one. While destroying coloring matter in the material being bleached, the acid solution is not powerful enough to attack the fiber of the fabric.

Education

FREEZING locally grown fruits and vegetables for use of their school cafeteria was a project of the Geneva, N. Y., high school homemaking class. The town's refrigeration plant constructed three units of five lockers each for the school.

★

Appeal to the Arab governments for a free compulsory system of education, to be run on coeducational lines with women teachers, was a result of the third Arab Women's Congress. The Congress also advocated establishment of schools and orphanages for delinquents and orphans, distribution of government literature on child welfare and introduction of minimum wage and hour law for child labor.



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WOLF'S

Veteran's Wife



Taking time out from his studies, Dick samples a piece of cake which Elaine has baked after a full day of classes and studying

HOME economics doesn't end with the day's last class period for Mrs. Richard I. Browning. Cooking, laundering, house-cleaning—these just begin at 4 o'clock for the dark-haired wife of a discharged aerial gunner, who is now an aeronautical engineering student at Iowa State.

Elaine and Dick were married three years ago, and a year later Dick was discharged from the navy due to a back injury. They registered at Iowa State together for fall quarter, 1944, she as a freshman and he a transfer student under the Veterans' Rehabilitation Act.

"All my home economics courses seem to help, especially interior house design and household equipment," she says. "Naturally we both realize now, more than ever, the importance of an education, and Dick sometimes studies his chemistry, physics or calculus until after three." Although Elaine has yet to take her first foods courses, she gets practical experience three times a day in the tiny kitchenette of their three room apartment.

When the Brownings came to Ames, they arranged for their first apartment through the off-campus housing service directed by Mrs. Harriet Stange. After five months on a waiting list they moved into a second

Assumes Role

As College Student and Homemaker

apartment. The building, modern and light, is rented to eight ex-G.I.'s and their wives now attending Iowa State. "We feel lucky to be living here," Elaine smiles, "and are planning to stay until 1947, when we'll both receive our diplomas." Dick has a promise for a job waiting for him when he graduates.

Cooperation between the eight wives plays an important part in this building. "Two of the couples had a garden this past summer. At nights different women together canned everything that was cannable. It was my first experience at canning," Elaine laughs, "but now we have tomatoes, beets, relish and more foods stored in our storeroom down in the basement." Each apartment has its own fruit-cellar.

Because of Dick's injury, the Brownings receive a \$28 pension in addition to the usual \$75 per month. "However, if we weren't getting help from both my family and Dick's father, we could never make it," Elaine says. The \$37.50 monthly rent includes fuel, water, gas and laundry privileges. Food bills without luxuries total \$30 or \$35 each month, which would leave no more than \$30 for the couple's other needs.

Neither Dick nor Elaine have outside jobs now, although last year Elaine made corsages for an Ames florist. She helps the same firm now when they need assistance.

When Friday afternoon rolls around Elaine completely drops her role as a college student to attack the laundry and housework. "I try to dust and sweep every other night, but since I have no Friday afternoon classes, I really hustle then." This is her first experience

as family laundress, and she admits she is a novice at ironing men's shirts.

Interested in art, Elaine says that the freshman textiles and clothing course was a big help to her in selecting drapery material and carpets. Planning color schemes is made much more enjoyable because of her course in interior decoration.

A stunning modern birdseye maple tea table and corner bookcase were made by Dick in the woodworking class at Iowa State.

Studying is the number one job in the Browning household. Sometimes Dick's friends come to study at the apartment, where it is always quiet. Then Elaine finds herself studying at the library, or at one of the women's residence halls. "We've only been in one class together, and we never help each other with school work or study together. It seems better to do it alone."

Although Dick doesn't help with the meals or dishes, he and Elaine take turns doing the marketing.

Married life in no way hampers social life, Elaine believes. The Brownings attend almost every college dance, play bridge and drink cokes in the Union Grill, and double with both single and married couples. "We'd rather double with married couples, especially on picnics," she smiled, "otherwise, we find that Dick and I are the ones delegated to make the fire and cook the food."

With surveys indicating that 60 percent of the GI's planing to return to college are married, more and more couples like the Brownings are expected soon to be registering at Iowa State.—Jean Larson

Christmas Notes

Are you a Christmas Card hound? Because if you are, it won't take any sniffing at all on your part to find yourself following a well-defined trail to FLORENCE LANGFORD'S GIFT and BOOK SHOP—downtown at 413 Douglas, where you will find the beloved Brownie's Blockprint cards. And when you get to browsing through the books you just won't want to leave. Don't delay if you want Brownie's Blockprints for Christmas. They don't last long...

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BOOKS AND COKES starts at 4:15 and if you don't speed it up, we won't make it to the Oak Room before the tables are filled."

You're right. When 4 p.m. Thursday afternoon rolls around, you throw your books in a corner and make a bee-line for the Union because it's time for another review of a book you "just haven't had time to read yet."

Every fall and spring quarter Sketch staff puts on spectacles and rummages through its list of possible reviewers. The result is a wonderful con-

glomeration of novels, biographies, poetry, travel and anthologies reviewed by students who choose the books according to their interests and likes.

Books and Cokes is another of those special Union features, student-sponsored fall and spring and taken over by the faculty during the winter quarter. It's another service, fostered by the Union and campus groups, to education at Iowa State—an extra bit of knowledge, the glimpse of other worlds and people, that adds to your out-of-class learning.

"Hub of the Campus"

MEMORIAL UNION

NAVY PERSONNEL ENJOY HEARTY MENUS AT FRILEY

Efficiency in feeding the navy is the feature of the Friley Hall cafeteria line, reports Charlene Stettler

ALMOST 900 men in navy blue pass through the double serving line in the Friley Hall dining room each mealtime and finish eating in one-half hour, according to Mrs. Dean Hossle, '41, who directs the food service, which is under the management of the Memorial Union. She plans the menus and supervises the kitchen and dining room.

Mrs. Hossle, who majored in institution management, has been supervisor for 3 years. She plans menus a week in advance to allow time for ordering food. The menus are built around the meat which must be ordered a month in advance.

The efficient kitchen, staffed by 12 cooks, contains 28 refrigerators and dozens of ovens in various sizes. Twenty-six students earn their meals by working in the serving line.

Meat graces the menu three times daily with the exception of two breakfasts and one lunch each week. Sausage or bacon is usually the breakfast fare, served at 6:45 each morning except Sundays, when the men are served at 7:30. Lunch is served at 12:15 p.m. and dinner at 6 p.m.

Potatoes have a prominent part in the navy man's diet, says Mrs. Hossle. They are on the menu for every evening meal and for three to six lunches every week. More than 20 one-hundred pound bags of potatoes are ordered for one week's supply.

Pie is popular in the Friley Hall dining room, and usually 85 pies are baked for one meal. The men have their choice of milk or coffee.

Ice cream in paper cups is served on Tuesday, Thursday and Saturday evenings and Sunday noons. Cookies or angel food cake are added to the menu on Sunday noon.

A menu for a typical Wednesday breakfast includes hot cereal, fruit, scrambled eggs, rolls and a beverage. For lunch, creamed pork is served with mashed potatoes, baking powder biscuits, pea-cheese-celery salad, bread and butter, fruit gelatin and a beverage.

Baked Virginia ham might be the main dish for Wednesday evening, accompanied by creamed potatoes, cauliflower, carrot-raisin salad, bread and butter, peach pie and a beverage.

When the men finish eating, they remove uneaten food from their 6-section, stainless steel trays into a

disposal can, separating their silverware and dip the trays into scalding hot water.

Later the trays are placed in the dish-washing machine and thoroughly washed and scalded.

One of the many long tables which fill the modern dining room is designated as the football training table. Football trainees get an extra pint of milk each day and any extra meat left when the other men have been served. Late practice postpones their meal.



Well-planned menus and quantities of good food characterize Friley Hall meals

Officers eat in a ward room provided with table service by a navy attendant.

Both classics and jive greet V-12's, for dinner music is often provided by recordings or impromptu piano playing by one of the men. There is a piano in the dining hall and the men may play it during the dinner hour. The V-12 swing band occasionally plays at this time.

Holidays call for special plans in the food department, for dinners complete with the "trimmings" and table decorations are served. Various other appropriate features make the occasion festive.

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Notions

IOWA STATE women prove that imagination has a practical side, illustrating their resourcefulness by perking up last year's wardrobe and enlivening their rooms, while tucking away additional ideas for future reference.

A yard of grosgrain plus ingenuity can convert a discarded pullover sweater into an attractive cardigan. The number of stitches from shoulder seam to center are counted and the sweater is cut in the exact middle. Each side is bound with grosgrain ribbon in a matching color which is stitched on the reverse side, but handstitched on the outside. Seven pearl buttons may be sewed on the band at equal distances from the top to bottom and matching button holes made.

Lint from black and navy coats, suits and dresses of a smooth weave can be easily removed with a piece of adhesive tape. The tape is wrapped around the finger with the gummed side out and brushed lightly across the surface of the material. A damp soft sponge will help remove lint from material with a rough surface.

Tired formals may be dressed up by wearing a black velvet choker. A narrow black velvet ribbon cut to fit closely around the neck is trimmed with small colored beads, crystals, pearls, sequins, or white wool embroidery to accent the formal.

Even the superstitious may forego breaking wishbones when they find what novel party favors may be made from them. The wishbones are soaked in water to soften any clinging tissue or skin and then scraped clean. Shellacked or painted with fingernail polish and tied with gay ribbons in a saucy bow they lend an air of good fortune to even a Friday the 13th party. For place cards, they may be pasted on white cards. The most amateur artist can sketch tops of familiar figures on the card above the wishbone, making a colored mammy with a billowy skirt, a cowboy with bowed legs, or the back of an elephant.

Bookcases may be modernized by covering the sides and the insides of the shelves with bright wallpaper which can be replaced easily. The surfaces to be covered should be measured and the portion of wallpaper to cover the area cut with an extra half inch to fold back for smooth edges, or with one inch less around each side for a border effect. The insides of the shelves are covered by following the same procedure. Those who redecorate often will find a wallpaper paste more practical than ordinary glue.

Light-weight pictures may be hung with paper clip picture hooks. The inside of the clip should be bent out at the desired angle so that it fits into the molding and lays flat against the wall. Then the picture may be hung by string or wire to the lower end of the clip.

For jolly, informal napkin holders rob the clothes pin basket of snap-type clothespins which may be painted in bright colors to harmonize with the kitchen or dining room and lettered with the names of the family members or painted with original designs. These make attractive wedding and shower gifts.

Stale bread may be freshened by spreading each slice lightly with butter or margarine. Placed in waxed paper, tied with a string and heated slowly in an oven for 10 minutes, it takes a new lease on life. If served when warm, the freshened bread does not need any additional spread.

Alums

in the News

ACCCEPTING positions related to their majors has scattered Iowa State home economics graduates of '45 all over the country.

Dietetics graduates placed this summer include Jessie Cocking, King County Hospital, Detroit; Betty Coulson, Henry Ford Hospital, Detroit; Elizabeth Gobson, Oregon Medical College, Portland; Juanita Jack, University Hospital, Iowa City; Frances Kersten, Cincinnati General Hospital; Ruth Lange and Ann Wiebrecht, Milwaukee County Hospital, Milwaukee; and Barbara Hutchinson, who is teaching at Pisgah.

Education majors in teaching positions are Mary Bradley, Georgia State College; Frances Doolittle, Glidden; Marjorie Floerchinger and Rose Edie, Buffalo Center; Ruth Johnson, Fonda; Mary Kefgen, Colfax; Miriam Kimball, Graettinger; Celia McCool, Wau-don; Beverley Metcalf, Terril; Marnett Randa, Stan-wood; and Naomi Shortenhaus, Makomis, Ill. Marvel Enburg is teaching in Canaan, Ohio and Betty Al-gaier is teaching in Reisterstown, Md.

Institution management placements include Harriet Boo, with the Colonnade Cafeteria, Cleveland; Edith Lewis, in the cafeteria of the West Virginia Institute of Technology, Montgomery and Delores Schild, with the Stouffer Corporation, Cleveland.

Textiles and Clothing graduates include Catherine Brown who has joined the Armour Research Foundation in Chicago; Mary Newson, Southern University, Baton Rouge, La. and Barbara Dallas, who has ac-cepted a position with Women's Wear Daily, Chicago.

Jane Stanberry, a household equipment major, is home service advisor at Commonwealth Edison, Chi-cago and Eleanor Neff, a child development major, is teaching nursery school at the National Child Research Center, Washington, D. C.

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HOME ECONOMIST IN ADVERTISING SERVES THE CONSUMER

*Dorothy Conquest Campbell, '43, tells how
to succeed as a business home economist*



*Dorothy Conquest Campbell, employed
by the Earl Ludgin advertising agency*

PERHAPS, when I've been a business home economist for fifty years, I'll be able to tell what makes one successful. Since I've been one a comparatively short time I can only tell you how such success seems to come and what the satisfactions in my own work have been.

For a beginner the attitude toward one's work is exceedingly important. A willingness to do hard work and eagerness to expand on new ideas not only guarantees the young home economist that she will learn at a rate she hadn't thought possible before, but will help her find her particular place in the business world.

One of the first things a home economist learns, as she goes into a business position, is that she must be a professional woman with a well-rounded view of her whole profession. As well as being a dietitian, writer, teacher or tearoom manager, she must be her employer's ideal of a home economist. That is, she must have some extent of understanding and knowledge in all phases of homemaking.

In the case of a writer in advertising, editorial or radio fields, it is particularly important for the home economist to understand the daily problems of the women to whom her writing is directed. When this sympathy does not exist, the home economist might write volumes on the perfect home without ever reaching the homemaker who has three small children to manage, an apartment that is poorly arranged and a husband whose appetite just doesn't fit into the current food picture.

It seems to me that a successful home economist in business usually has certain qualities. First, she needs a sympathetic understanding of the homemakers' problems. The home economist must be in sympathy with her level of education, her financial setup and the emotional problems and physical limitations with which all of us must cope. Second, she must understand what it is her employer wants to tell the homemaker, other than "buy my product." Then the home economist must translate her employer's interests through the homemaker's viewpoint and give full value to both. This use of her training appears in such commonplace situations as writing or giving directions for the use of a product, in testing or developing a recipe or in suggesting new uses for things which the homemaker already owns.

Many home economists in business are salespeople in a sense of the word. However, their interest in the

product does not end with getting it into the hands of the consumer or in selling as much as possible. The home economist's purpose is to show the homemaker how she can reap the greatest value from her product. Multiplicity of use is of advantage both to the consumer and to the producer. The home economist whose ingenuity and imagination produces the greatest number of reasons in the homemaker's mind for buying and using her employer's product as well as the most efficient use of the product is the one who serves her employer and her public equally well.

In an advertising agency the home economist is one step removed from the producer. Her work might be for several or many different producers of articles used by homemakers. Thus, for each client she must have a new viewpoint. She must be able to grasp plans and policies; she must learn to whom the product will go. Beyond this, even in these days of public knowledge of home economists, she must constantly "sell" home economics as an easier way of doing the common things people have been doing for years. And in so doing, the home economist gains respect for her colleagues, her employers and herself.

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Alumnae Desks

"GRANDMOTHERS are playing an important part in the scheme of things today, especially if the daughter or daughter-in-law is home with a new baby. Yours is a busy job, for the young mother probably knows little about babies. So you share the pearls of wisdom which you gleaned along the way. But humans are funny. We learn better the hard way, and feel badly if not given the opportunity. Not that daughters don't appreciate advice. They do when they seek it.

"Treat the young mother as an adult, even though to you she is still a child. During the course of the day, with everything centered around the baby, dozens of argument-provoking problems will arise. Remember that it is HER baby; let her have the final word.

"On the other hand, don't let your daughter take advantage of your love and interest in the baby. Don't let her slip into the habit of expecting you always to be on hand to take care of Junior."

Eugenia Crawford, '46 Cappers Farmer November

"Adult-size furniture and equipment add to the troubles children have in growing up. Furniture should fit their small bodies. When clothes hooks, washcloths, toys and all the things they use are within reach, children find life simpler and more fun." Joan Miller, '44, Capper's Farmer, October.

"If you want to look your best, feel your best and do your best—eat young. . . . Fitness figures high, and good food can do more to keep the spring in your step than all the pills and pellets. . . .

"'Oh, what a beautiful morning!' Breakfast is so important to a youthful you that giving reasons for eating it seems almost unnecessary. . . . Ever notice that a good morning meal makes you look at your day's tasks and problems differently? It makes others look at you differently too. Fruit-juice and coffee breakfasters are often edgy; have a not-enough-sleep look even if they've had eight hours." Louella G. Shower, '30, Ladies' Home Journal, October.

"Gradually the world is returning to the ways of peace time. Some of the ways will follow the long straight course that was interrupted by war. Some will change direction to find better routes, make smoother, faster progress. Some will climb steeply, almost breathlessly, to new levels of development. The only certain thing is that there will be change.

"Whatever else changes, good food is still good food. Methods of producing it, processing and preserving it, preparing it, even serving it, have changed and will continue to change, but the basic principles of cookery remain the same.

"Baking is an art that men appreciate and admire and brag about in their women. Many a husband beams with reflected glory when he boasts, 'You should see the rolls my wife makes!' Greater husbandly pride and praise few brides could wish." Clara Gebhard Snyder, M. S. '30, Wheat Flour Institute Ideas, October.

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